



FEB/18/2005 11:56 AM GANZ LAW

FAX No. 5032962172

P. 003

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: MailMail Stop ISSUE FEE
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22874 7590 02/04/2005

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I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (703) 746-4000, on the date indicated below.

Jessica A. Harvey (Depositor's name)
(Signature)
February 18, 2005 (Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/648,429	08/25/2000	Jordan J. Lovviers	M-9235-US	6023

TITLE OF INVENTION: AUTOMATED ON-LINE EXPERIMENTATION TO MEASURE USERS BEHAVIOR TO TREATMENT FOR A SET OF CONTENT ELEMENTS

APPLN. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$700	\$0	\$700	05/04/2005

EXAMINER	ART UNIT	CLASS-SUBCLASS
PRIETO, BEATRIZ	2142	709-224000

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.353).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

1 Ganz Law, PC

2 Bradley M. Ganz

3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

MEMETRICS HOLDINGS PTY LIMITED

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

BALMAIN NSW, AUSTRALIA

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Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are enclosed:

☒ Issue Fee☐ Publication Fee (No small entity discount permitted)☐ Advance Order - # of Copies

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5. Change in Entity Status (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(e)(2).

The Director of the USPTO is requested to apply the Issue Fee and Publication Fee (if any) or to re-apply any previously paid issue fee to the application identified above. NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant, a registered attorney or agent, or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature

Date February 18, 2005

Typed or printed name Bradley M. Ganz

Registration No. 34,170

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PTOL-85 (Rev. 12/04) Approved for use through 04/30/2007.

OMB 0651-0033 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

PAGE 3/4 * RCVD AT 2/18/2005 4:44:07 PM [Eastern Standard Time] * SVR:USPTO-EFXXF-2/0 * DNIS:7464000 * CSID:5032962172 * DURATION (mm-ss):02-20

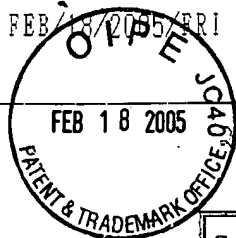
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A Professional Corporation

Date February 18, 2005

To Mail Stop Issue Fee

Examiner: Ms. Beatriz Prieto, Art Unit: 2142

From Bradley Ganz, Reg. No. 34,170, Ganz Law P.C.

Re Issue Fee Payment for the following application:

- Application serial number: 09/648,429
- Attorney docket number: MEM-2.001
- Filing date: August 25, 2000
- First named inventor: Jordan J. Louviere
- Title: ON-LINE EXPERIMENTATION

Tel (571) 272-3902

Fax 703-746-4000

Pages 3 + cover sheet

This fax transmits the following documents:

- | | |
|--------------------------------------|---------|
| • Notice of Allowance and Fee(s) Due | 1 pages |
| • Part B – Fee Transmittal | 1 pages |
| • Credit Card Payment Form | 1 pages |

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NOTICE OF ALLOWANCE AND FEE(S) DUE

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HILLSBORO, OR 97123

EXAMINER

PRIETO, BEATRIZ

ART UNIT

PAPER NUMBER

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DATE MAILED: 02/04/2005

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APPL. TYPE	SMALL ENTITY	ISSUE FEE	PUBLICATION FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$700	\$0	\$700	05/04/2005

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

~~THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE REFLECTS A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE APPLIED IN THIS APPLICATION. THE PTOL-85B (OR AN EQUIVALENT) MUST BE RETURNED WITHIN THIS PERIOD EVEN IF NO FEE IS DUE OR THE APPLICATION WILL BE REGARDED AS ABANDONED.~~

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If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL should be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). Even if the fee(s) have already been paid, Part B - Fee(s) Transmittal should be completed and returned. If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted.

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